

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314495-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Cheryl Beers	WPTV National	National

Advertiser	Product	Estimate Number
Frankel / Democrat / Congr	Makegood Schedule	

Billing Address:

Media Strategies and Research
Attention: Accounts Payable
1580 Lincoln Street
Suite 510
Denver, CO 80203

Flight Dates	Order #	Alt Order #
10/12/12 - 10/26/12	314495	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/12/12	10/12/12	VOICE encore	8-9p	----F--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----F-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/12/12 8:26 PM VOICE encore 8-9p :30 LFT105H \$1,200.00 NM									
2	10/12/12	10/12/12	GRIMM	9-10p	----F--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----F-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/12/12 9:39 PM GRIMM 9-10p :30 LFT105H \$1,200.00 NM									
3	10/15/12	10/15/12	TODAY SHOW	7-9a	M-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 7:59 AM TODAY SHOW 7-9a :30 LFT105H \$950.00 NM									
4	10/15/12	10/15/12	TODAY SHOW III	10-11a	M-----	:30	1	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 10:51 AM TODAY SHOW III 10-11a :30 LFT105H \$475.00 NM									
5	10/16/12	10/16/12	VOICE	8-9p	-T-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/16/12 7:59 PM VOICE 8-9p :30 LFT105H \$3,000.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/17/12	10/17/12	ANIMAL/GUYS	8-9p	--W----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W---- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/17/12 8:51 PM ANIMAL/GUYS 8-9p :30 LFT105H \$1,200.00 NM									
7	10/18/12	10/18/12	30 ROCK/UP ALL NIGHT	8-9p	---T---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/18/12 7:59 PM 30 ROCK/UP ALL NIGHT 8-9p :30 LFT106H \$1,200.00 NM									
8	10/18/12	10/18/12	OFFICE/PARKS	9-10p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/18/12 9:20 PM OFFICE/PARKS 9-10p :30 LFT106H \$1,500.00 NM									
9	10/18/12	10/18/12	ROCK CENTER	10-11p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/18/12 11:00 PM ROCK CENTER 10-11p :30 LFT106H \$1,500.00 NM									
10	10/19/12	10/19/12	TODAY SHOW	7-9a	----F--	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/19/12 8:57 AM TODAY SHOW 7-9a :30 LFT106H \$950.00 NM									
11	10/22/12	10/22/12	VOICE	8-9p	M-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/22/12 7:59 PM VOICE 8-9p :30 LFT106H \$3,000.00 NM									
12	10/23/12	10/23/12	VOICE	8-9p	-T-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 7:59 PM VOICE 8-9p :30 LFT106H \$3,000.00 NM									
13	10/23/12	10/23/12	PARENTHOOD	10-11p	-T-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 10:29 PM PARENTHOOD 10-11p :30 LFT106H \$1,500.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/24/12	10/24/12	L&O SVU	9-10p	--W----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 L&O SVU 9-10p :00 \$1,500.00 NM See MG 14.2 2 WPTV F 10/26/12 7:59 AM TODAY SHOW 7-9a :30 LFT106H \$1,500.00 NM MG for 14.1 10/24									
15	10/24/12	10/24/12	CHICAGO FIRE	10-11p	--W----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 10:27 PM CHICAGO FIRE 10-11p :30 LFT106H \$1,500.00 NM									
16	10/25/12	10/25/12	30 ROCK/UP ALL NIGHT	8-9p	---T---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/25/12 8:51 PM 30 ROCK/UP ALL NIGHT 8-9p :30 LFT106H \$1,200.00 NM									
17	10/25/12	10/25/12	OFFICE/PARKS	9-10p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/25/12 9:51 PM OFFICE/PARKS 9-10p :30 LFT106H \$1,500.00 NM									
18	10/25/12	10/25/12	ROCK CENTER	10-11p	---T---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/25/12 10:17 PM ROCK CENTER 10-11p :30 LFT106H \$1,500.00 NM									
19	10/26/12	10/26/12	GRIMM	9-10p	----F--	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/26/12 9:37 PM GRIMM 9-10p :30 LFT106H \$1,200.00 NM									
20	10/26/12	10/26/12	DATELINE	10-11p	----F--	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/26/12 10:29 PM DATELINE 10-11p :30 LFT106H \$1,500.00 NM									
21	10/12/12	10/12/12	3-4pm Jeff Probst	3-4p	----F--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----F-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/12/12 3:37 PM 3-4pm Jeff Probst 3-4p :30 LFT105H \$100.00 NM									

Total Spots 21 Gross Total \$30,675.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

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314495-1	10/28/12	October 2012	10/01/12 - 10/26/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
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Payment Terms 30 Days

Agency Commission **\$4,601.25**

Net Amount Due **\$26,073.75**